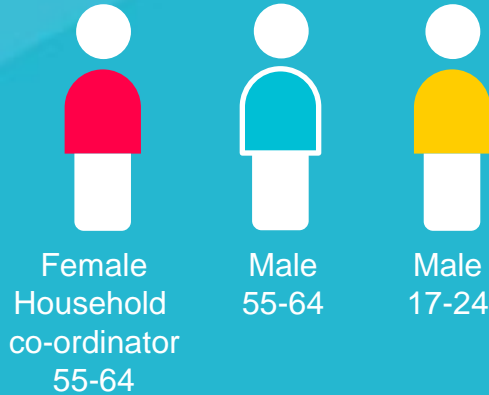




Mail Media Metrics

Case study: Age UK



Received	Age UK
Sector	Charity
Format	Lottery acquisition mailing
Content	News / update / magazine articles
Reach	1 person
Frequency	9
Commercial actions	3

Charity
Average reach = 1.1
Average frequency = 4





Over the course of 2 days the household co-ordinator interacted with this mailing 11 times. This acquisition mailing from Age UK achieved 12 total interactions. 9 physical interactions and 3 commercial actions arose; speaking to someone else twice and going online to the sender's web site.

